

Barbra Gago

Inbound Marketing Professional

Career Summary

I am a web 2.0 & social media evangelist who loves new technology, open-source tools, and is fascinated with the evolution of communication, and the ever increasingly complex relationship between humans and machines.

- Dynamic **web 2.0 marketing professional** with experience using new & traditional media to develop consumer brands, stimulate awareness, loyalty, and drive customer acquisition.
- Expert in online marketing, **social marketing, online community management, web-content** strategies and inbound marketing.
- Excellent **communication [written & verbal] collaboration**, and leadership skills accompanied by the ability to manage competing priorities and still, deliver results.
- Passionate, flexible, creative-thinker with a **relentless problem-solving & entrepreneurial attitude**.

Experience

Inbound & Social Marketing Manager, Genius.com – 11/2009 to Present

Responsible for Inbound [Social] Marketing Strategy & Implementation. Primary content creator and planner. Community leader-building & strengthening prospect and customer relationships and experiences through content.

Inbound [Social] Marketing Consultant; San Francisco – 7/2009 to 11/2009

Consult small businesses on establishing a presence and community online through inbound marketing tactics such as; email marketing, expert content creation, search engine optimization, ppc, social media-community engagement & building. Training on social media channels, best practices, governance and tools.

Palmer Advertising; San Francisco (two positions)

Palmer is a boutique “full-service” agency which provides branding, strategic development and tactical deployment of advertising campaigns through multi-channels campaigns leveraging; online, print, outdoor, PR, social media, TV and radio. Industries including: Healthcare, Automotive, Solar, Financial, Women's Fitness, and Technology.

New Media Marketing Manager – 1/2009 to 7/2009

- Create and implement **social marketing strategies**
- Develop web-content strategies; content creation, audits, and **keyword research**
- **Content creation** [written, video and interactive] for company blogs, website and social media channels
- Listening devices (set-up / monitor) **community & reputation management**
- **Community manager** for social media efforts and built company advertising community *Ad Chat Cafe*

Strategic Account Manager – 5/2007 to 12/2008

- Client services; **account management**, budget planning, preparation of forecasts, analysis & reporting of marketing data and campaign results.
- Interactive **project planning, management & web-producing**.
- **Develop marketing strategies** combining traditional and digital media for awareness, branding & acquisition
- Create **sales materials, proposals, RFP responses & presentations**, etc.
- Conduct **qualitative and quantitative research** and analysis.

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Co-Founder & Editor-in-Chief, Skinplistic.com, San Francisco – 3/2006 to 6/2007

Skinplistic.com (was) an online beauty portal dedicated to providing a balance of timely, credible and relevant beauty and skin care news & solutions. The idea was to develop an online community of beauty enthusiasts, and advisers to share ideas, experiences, and knowledge.

- Responsible for the **creative voice, design and concept** (features, navigation, CMS) development of the site.
- Conducted market research, competitive analysis, **developed brand platform** and web-content strategy.
- Responsible for all marketing efforts, collaborative efforts (**recruiting writers, contributors**, etc.) and driving traffic through social media (community) interactions & word of mouth marketing.
- Writer and Editor of all content, brand ambassador.

Public Relations & Event Coordinator, Besnik, LLC., San Francisco & NYC – 8/2002 to 6/2006

Besnik is an avant-garde women's fashion designer. Based in San Francisco, the designer grew an "organic" following through word of mouth, and local PR. Regular fashion shows and high-end private sales events were also held to build brand awareness and exclusivity.

- Responsible for the **planning and orchestrating** fashion shows & private sales.
- Set up casting calls and cast models for fashion shows & shoots.
- **Organized teams of volunteers** for backstage/event assistance.
- Administrative and production support; scheduled appointments, managed events calendar, and hired appropriate staff (i.e. make-up artists, hair stylists, models, photographers, etc.)

Education

San Francisco State University, **Bachelor of Science Apparel Design & Merchandising**

Inbound Marketing Professional Certification, via Hubspot (June 2009)

Skills

- Solid communication, collaboration, planning and presentation abilities–Keynote & Power Point.
- Proficient in; Desktop publishing [Microsoft, iWork, Open Office] Photoshop, InDesign, OmniPlan, OmniGraffle, FTP Clients
- Advanced Experience with Open Source CMS (WordPress, Drupal, Ning, and related tools).
- Advanced knowledge of Social Media Applications and Best Practices; Facebook, Twitter and LinkedIn.
- Basic understanding of HTML, XML, CSS, PHP, and Dream Weaver.
- Ability to develop site maps, wire frames, and user experience guidelines.
- Ability to train on social best practices and tools, and lead social marketing teams

Interests

Technology, Robotics, Virtual Reality, Video Games, Theoretical / Quantum Physics, Psychology, Content, Writing, Website Statistics, Color & Design, Fashion, Music, Literature & Poetry, Photography, Pop Culture, Social Media, Web 2.0-3.0, and French.

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